GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2536
ANSWERED ON:10.03.2000
ADVERTISEMENT RELEASED BY DAVP
AKBOR ALI KHANDOKER;DINSHA J. PATEL;P.H. PANDIAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of advertisements released by DAVP to the national dailies during the last three years;

(b) the details of advertisements released by DAVP to regional language newspapers during the said period published in Tamil, Gujarati and Bengali; and

(c) the amount paid for the advertisements, newspaper-wise?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISNVESTMENT

(SHRI ARUN JAITLEY)

(a) Advertisements are released by DAVP to different categories of newspapers earmarked as Small, Medium and Big. The details of advertisements released by DAVP to the Small, Medium and Big categories of newspapers in terms of number of insertions, space and amount during the last three years 1996-97, 1997-98 and 1998-99 are given in Annexure- I.

(b) The details of advertisements released by DAVP to the regional language newspapers in Tamil, Gujrati and Bengali during the years 1996-97,1997-98 and 1998-99 are given in Annexure- II.

(c) During the year 1996-97, a total amount of Rs.39,08,92,421 was paid for advertisements to 5,592 newspapers and Rs.50,90,15,326 was paid for advertisements to 6,337 newspapers during the year 1997-98. The details in this regard, newspaper-wise, have been given in Vol. II of Ministry of I&B`s Annual Report for the year 1997-98 and1998-99, which are available in the Parliament Library. For the year 1998-99 the total amount paid was Rs. 65,01,78,280, for 6,249 newspapers, the details of which are given in Vol. II of the Ministry`s Annual Report for the year 1999-2000, which is being placed in the Parliament Library shortly.

ANNEXURE-I
ANNEURE-I AS REFERRED TO IN REPLY TO PART- (a) OF LOK- SABHA UNSTARRED QUESTION NO: 2536 FOR REPLY O 10/03/2000

STATEMENT SHOWING THE SHARE OF SMALL MEDIUM AND BIG CATEGORY OF NEWSPAPERS/PERIODICALS DURI THE YEARS 1996-97, 1997-98 AND 1998-99 FOR DISPLAY AND CLASSIFIED ADVERTISEMENTS

Sl.No	Category	No. of Papers	No. of Insertions	Space (in Col.Cms)	Amount (in Rs)
	1996-97				
1.	Small	4327	37574	2801952	47976531
2.	Medium	1119	46004	3040174	98310853
3.	Big	146	36959	1920500	244605037
	TOTAL	5592	120537	7762626	390892421

1997-98

1. Small 4867 49659 367227 61521119

2. Medium 1294 63670 3819335 125736787

3. Big 176 44151 2356116 321757420

TOTAL 6337 157480 9847728 509015326

1998-99

1. Small 4629 40476 3123758 60602236

2. Medium 1427 62450 3898228 143926469

3. Big 193 53021 3044833 445649575

TOTAL 6249 155947 10066819 650178280

ANNEXURE-II

ANNEURE-II AS REFERRED TO IN REPLY TO PART- (b) OF LOK- SABHA STARRED QUESTION NO: 2536 FOR REPLY C 10/03/2000

STATEMENT SHOWING THE DETAILS OF ADVERTISEMENTS RELEASED BY DAVP TO THE REGIONAL LANGUAG NEWSPAPERS IN TAMIL, GUJRATI AND BENGALI DURING THE YEARS 1996-97, 1997-98 AND 1998-99.

S.No	Language	No. of Papers	No.of Insertions	Space (in Col.cms)	Amount (in Rs.)
	1996-97				
1.	Tamil	66	3663	266880	9340633
2.	Gujrati	103	2856	216946	11500211
3.	Bengali	218	3412	244960	14847398
	1997-98				
1.	Tamil	69	3741	266123	9982328
2.	Gujrati	104	3418	253505	14334971
3.	Bengali	232	4274	303850	19373324

1998-99

1. Tamil 62 4077 332439 13709697

2. Gujrati 110 3450 316153 23038276

3. Bengali 218 3908 292409 26250623